



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

Shorr Johnson Magnus
1831 Chestnut St.
Philadelphia, PA 19103

Contract # 217632

Schedule Dates 05/07/13-05/13/13
Advertiser McAuliffe/Gov/Dem (11510)
Agency Shorr Johnson Magnus (4312)
Product Political-Political (1088)
Brand Early Week #1 (79437)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Dettorre, Mike
Phone/Fax /
CPE McAuliffe/VA GOV 2013/5/7-5/13
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 5/7 - 5/13

Date Entered 05/06/13
Last Modified 05/06/13
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,160.00
Net Total \$29,240.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
May. 2013	22	\$34,400.00
Grand Total:	22	\$34,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	05/07/13-05/10/13	4	:30	6:59A- ABC--GOOD MORNING AMERICA			2	2	2	2			8	\$1,000.00	\$8,000.00	WJLA Arlington (WJLA)		5/6/13
2.0	Normal Line / SPOT	05/07/13-05/10/13	4	:30	6:58P- WHEEL OF FORTUNE	2		X	X	X	X			2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		5/6/13
3.0	Normal Line / SPOT	05/07/13-05/10/13	4	:30	7:27P- JEOPARDY	2		X	X	X	X			2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		5/6/13
4.0	Normal Line / SPOT	05/07/13-05/10/13	4	:30	20938- NEWS-ABC 7 NEWS @ 11P	3		X	X	X	X			3	\$2,400.00	\$7,200.00	WJLA Arlington (WJLA)		5/6/13
5.0	Normal Line / SPOT	05/13/13-05/13/13	4	:30	20938- NEWS-ABC 7 NEWS @ 11P		1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		5/6/13
6.0	Normal Line / SPOT	05/11/13-05/11/13	4	:30	7P- 8P (EST)							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		5/6/13
7.0	Normal Line / SPOT	05/11/13-05/11/13	4	:30	10:59P- NEWS-ABC 7 NEWS @ 11P							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		5/6/13
8.0	Normal Line / SPOT	05/13/13-05/13/13	4	:30	6:59A- ABC--GOOD MORNING AMERICA		2							2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		5/6/13
9.0	Normal Line / SPOT	05/13/13-05/13/13	4	:30	6:58P- WHEEL OF FORTUNE		1							1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		5/6/13
10.0	Normal Line / SPOT	05/13/13-05/13/13	4	:30	7:27P- JEOPARDY		1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		5/6/13

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.